GET THE MILES TO GET THE GEAR.

COLLECT ADVENTURE TEAM MILE UPCs

on specially marked Marlboro packs to get the official gear of the Marlboro Adventure Team. Each UPC is worth 5 Miles. Every mile gets you closer to the gear you want. For example, to get the 4x4 all-weather lighter, you'd need 150 Miles which equals 30 packs. That's 150 Miles ÷ 5 Miles per pack = 30 packs. Share the experience with the Team. Get the miles to get the gear made for adventure. Supply is limited, so start saving now.

Source: https://www.industrydocuments.ucsf.edu/docs/kkxp0003